

AMENDMENT TO THE CLAIMS

Claims 1-12 have been withdrawn from consideration in accordance with Applicant's election in response to the restriction requirement mailed on March 31, 2006.

1. **(Withdrawn)** In a network system comprising a public network, a creative selection server, a content server, and a user computer that requests content pages over the public network and receives content pages with space for one or more embedded creatives from the content server: a server system comprising
 a direct connect server connected to the content server by other than the public network, wherein the direct connect server receives creative selection criteria from the content server, generates a request for creative message as a function of the creative selection criteria; transmits the request for creative message to the creative selection server; receives an identification of one or more creatives from the creative selection server; and sends the identification of one or more creatives to the content server.
2. **(Withdrawn)** The request for creative message of claim 1 further defined as a function of a stored profile.
3. **(Withdrawn)** The request for creative message of claim 1 further defined as a function of the IP address of the user computer.
4. **(Withdrawn)** The request for creative message of claim 1 further defined as a function of whether or not the user computer has previously connected to the content server.
5. **(Withdrawn)** The request for creative message of claim 1 further defined as a function of the domain name of the user computer.
6. **(Withdrawn)** The request for creative message of claim 1 further defined as a function of a search term entered by the user computer.

7. **(Withdrawn)** The request for creative message of claim 1 further defined as a function of IP address of the content server.

8. **(Withdrawn)** The request for creative message of claim 1 further defined as a function of mapping the IP address of the user computer, but not including data from which the actual IP address can be derived.

9. **(Withdrawn)** The request for creative message of claim 1 further defined as a function of whether or not the user computer has previously connected to the direct connect server.

10. **(Withdrawn)** The request for creative message of claim 1 further defined as a function of the domain name of the content server.

11. **(Withdrawn)** The request for creative message of claim 1 further defined as a function of a meta tag on the content server.

12. **(Withdrawn)** The direct connect server of claim 1 further comprising a lookup table for storing category codes for use in generating a request for creative message.

13. **(Original)** In a network system comprising a public network, a creative selection server connected to the public network, a content server, and a user computer that requests content pages over the public network and receives content pages and redirect commands for one or more creatives from the content server: a server system comprising
- a direct connect server connected to public network separately from the creative selection server, wherein the direct connect server receives creative selection criteria from the user computer,
- generates a request for creative message as a function of the creative selection criteria;
- transmits the request for creative message to the creative selection server; and
- receives an identification of one or more creatives from the creative selection server and sends the identification of the one or more creatives to the user computer.
14. **(Original)** The request for creative message of claim 13 further defined as a function of a stored profile.
15. **(Original)** The request for creative message of claim 13 further defined as a function of mapping the IP address of the user computer, but not including data from which the actual IP address can be derived.
16. **(Original)** The request for creative message of claim 13 further defined as a function of the IP address of the user computer.
17. **(Original)** The request for creative message of claim 13 further defined as a function of whether or not the user computer has previously connected to the content server.
18. **(Original)** The request for creative message of claim 13 further defined as a function of the domain name of the user computer.

19. **(Original)** The request for creative message of claim 13 further defined as a function of a search term entered by the user computer.
20. **(Original)** The request for creative message of claim 13 further defined as a function of IP address of the content server.
21. **(Original)** The request for creative message of claim 13 further defined as a function of whether or not the user computer has previously connected to the direct connect server.
22. **(Original)** The request for creative message of claim 13 further defined as a function of the domain name of the content server.
23. **(Original)** The request for creative message of claim 13 further defined as a function of a meta tag on the content server.
24. **(Original)** The direct connect server of claim 13 further comprising a lookup table for storing category codes for use in generating a request for creative message.